

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 AID-05 CIAE-00 COME-00 EB-07 FRB-01

INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

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FM AMEMBASSY LONDON

TO SECSTATE WASHDC 1638

UNCLAS LONDON 08415

E.O. 11652:N/A

TAGS: EFIN, UK

SUBJECT: UK EXPORTS: TOM-TOMS TO NIGERIA; ARE BRITISH  
DRUMMERS LEADING THE UK OUT OF THE ECONOMIC "CRISIS;" OR  
DO BRITISH EXPORTS MARCH TO A DIFFERENT BEAT?

1. THE QUALITY PRESS REPORTS THAT AWARDS HAVE BEEN GIVEN  
TO SEVERAL BRITISH COMPANIES FOR EXPORT PERFORMANCE. THE  
HIGHEST AWARD WENT TO A COMPANY IN LEICESTER WHICH EXPORTS  
TOM-TOMS TO NIGERIA, AND MARACAS, CLAVES, AND GUIROS  
(MUSICAL INSTRUMENTS) TO SOUTH AMERICA. ANOTHER COMPANY  
WON THE SECOND HIGHEST AWARD FOR EXPORTING PETROLEUM PRO-  
DUCTS TO THE ARAB STATES. OTHER AWARDS WENT TO COMPANIES  
WHICH EXPORT CHOW MEIN TO HONG KONG, ARTIFICIAL SKI SLOPES  
TO FINLAND, POPCICLES TO ICELAND, AND SCANDALOUS UNDERWEAR  
TO SCANDANAVIA. HONORABLE MENTION WAS GIVEN TO A COMPANY  
WHICH SELLS HOT AIR MACHINES TO IRAN.

2. AMID THE PRESENT SOUL SEARCHING OVER EC MEMBERSHIP, THE  
CONCERN OVER BRITISH EXPORT COMPETITIVENESS AS WELL AS  
DETERIORATION OF THE BRITISH ECONOMY, SUCH INDICATIONS  
THAT BRITISH TRADING EXPERTISE AND ZEAL HAVE NOT COMPLETE-  
LY DISAPPEARED GO ALMOST COMPLETELY UNNOTICED. BUT  
HIDDEN BENEATH THE HEADLINES OF INDUSTRIAL STRIFE, EXPLOD-  
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ING WAGES AND PRICES, AND MOUNTING UNEMPLOYMENT MAY LURK

THE KEY TO THAT EXPORT-LED RECOVERY AND GROWTH TOWARD WHICH THE BRITISH GOVERNMENT IS STRIVING -- SO UNSUCCESSFULLY ON THE SURFACE. THE "KINKY" PRODUCT MARKET BECKONS; AS WORLD INCOME GROWS, EXPORTS OF TOM-TOMS, POPSICLES, ETC., ARE BOUND TO GROW ALSO. THE BRITISH APPEAR TO BE FIRST OFF THE MARK IN THIS MARKET. RUMOR HAS IT THAT UK MANUFACTURERS CANNOT WAIT FOR THE ARCTIC REFRIGERATOR MARKET TO OPEN UP.

SPIERS

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